

**CASE STUDY: MIKE GOLDBERG DIRECTOR | CREATIVE DIRECTOR | CO-WRITER**

# FINAGLE A BAGEL



## **OBJECTIVE**

Finagle is a Boston based retail restaurant chain that wanted to expand their wholesale bagel business nationally into supermarket chains across the country.

## **CHALLENGE**

Finagle Bagels' brand awareness is limited to the greater Boston area.

## **BACKGROUND**

Finagle is a 15 year old local business that makes bagels the old fashioned way by boiling and baking using the highest quality ingredients. It all happens in a football field sized bakery in their office building

## **STRATEGY**

Leverage the Finagle assets. Their unique benefits come from the production facility, the quirky, yet experienced bagel bakers and the quality of the product.

## **CONCEPT**

5 bagel bakes who live and breathe bagels in a 70's style sitcom setting.

## **CREATIVE**

To help elevate their brand nationally Mike created an integrated traditional, digital and social media branding campaign that drew inspiration from classic work-related sitcoms such as Cheers and Taxi. Assets included TV commercials, webisodes, a Facebook presence, a Twitter voice, a YouTube channel, website creation, SEO, banner ads, e-mail blasts and PR.

## **RESULT**

Finagle gained entrance into numerous major supermarket chains across the country including Walmart, Star Market, Harris Teeter and Stop & Shop opening up a whole new revenue stream.